

Future Goals (through August 2009)

Listed below are future goals for the next 2 years for each Strategic Plan section.
Priority goals as determined by the Polk County Conservation Board are as follows:
Capital Improvement Plan Execution, Chichaqua Bottoms Greenbelt In-Fill,
Easter Lake Master Plan Improvements, GreenWood, and Trails

July 2007

RESOURCE ENHANCEMENT:

- Cost benefit analysis of operating efficiencies at the Equestrian Center
- Continued grant development and monitoring improvements
- Secure CIP funding source(s)
- Sustainable Funding

PRESERVING, PROTECTING, & MANAGING POLK COUNTY'S NATURAL RESOURCES:

- Land acquisition
- In-fill at Chichaqua Bottoms Greenbelt
- Savanna restoration at Jester Park and Yellow Banks Park
- Pond restoration at Thomas Mitchell Park (analyze other PCC ponds)
- Invasive species control in all areas
- ATV enforcement and collaborations
- Guideline development for wetland mitigation
- Park Master Planning

PUBLIC INVOLVEMENT, OUTREACH, AND EXTERNAL COMMUNICATIONS:

- Customer service survey enhancement and consistency
- Increase advertising and PR for underused PCC programs and facilities
- Park attraction/facility marketing (themes, cross-promotions between areas)
- GPS mile marker locates for trails emergency response system
- Enhance Trails Ambassador program/develop trails user community

CONSERVATION EDUCATION:

- Evaluation of programming
- Ask the Naturalist radio messages/television appearances
- GreenWood initiatives & programming
- Middle/High School service learning & outdoor skills building
- Podcast development
- Fort Des Moines Park expansion
- Central IA Birding Trail

ORGANIZATION DEVELOPMENT:

- Updates to PCC employee manual
- Electronic file management
- Online reservations/interactive on-line forms
- Payroll process updates
- Desk Aid preparation
- Database merging and enhancement
- Budget appropriation alignment
- Improve cash handling at the Equestrian Center

RECREATION ENHANCEMENTS:

- Transfer of golf course to private management
- Evaluate the impact of changing demographics and recreational trends on outdoor recreation
- Development of educational/recreational cabins
- Jester Park Playscape & Bison/Elk enhancements
- Chichaqua Welcome Package

INFRASTRUCTURE:

- Green construction and energy savings (light fixtures, on demand water heaters, radiant tube heat systems)
- Upgrade of electric pedestals in campgrounds
- Park road and trail asphalt maintenance
- Capital Improvement Plan execution
- Continue progress on the Central IA Trails Network and trail connections to PCC parks
- Easter Lake Park master plan improvements